



**KTVI**  
**2250 Ball Drive**  
**St. Louis, MO 63146**  
**(314)213-2222**

# CONTRACT

<u>Contract / Revision</u> 585825 /		<u>Alt Order #</u> 09851202
<u>Product</u> SPENCE		
<u>Contract Dates</u> 10/25/12 - 10/26/12		<u>Estimate #</u> C25C26
<u>Advertiser</u> Spence, David/R/Mo Gov		<u>Original Date / Revision</u> 10/24/12 / 10/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Jared Salles	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 26.50
<u>IDB#</u> 1046	<u>Advertiser Code</u> SPEN	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Smart Media Group LLC**  
**814 King Street**  
**Suite 400**  
**Alexandria, VA 22314**

*CONF*

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	2	10/25/12	10/25/12	M-F 430p-5p	430p-5p		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,025.00	4.80			
N 2	2	10/25/12	10/25/12	M-F 5a-530a	5a-530a		:30				NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$875.00	2.20			
N 3	2	10/26/12	10/26/12	M-F 5a-530a	5a-530a		:30				NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$875.00	2.20			
N 4	2	10/25/12	10/25/12	530a-6a	530a-6a		:30				NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,075.00	2.80			
N 5	2	10/26/12	10/26/12	530a-6a	530a-6a		:30				NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,075.00	2.80			
N 6	2	10/25/12	10/25/12	Fox 2 News at 7 am	730A-8A		:30				NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,875.00	4.70			
N 7	2	10/26/12	10/26/12	M-F 1035p-1105p	1035p-1105p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$450.00	1.90			
N 8	2	10/25/12	10/25/12	9p News Delayed	930P-10P		:30				NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$2,025.00	5.10			
N 9	2	10/25/12	10/26/12	M-F 430-5a KTVI News	430-5a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--				2	\$150.00	0.00			
N 10	2	10/25/12	10/25/12	TMZ Date Delayed	1105P-1135P		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$675.00	0.00			
N 11	2	10/26/12	10/26/12	Fox 2 News Midday	11A-1130A		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$650.00	0.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



**KTVI**  
**2250 Ball Drive**  
**St. Louis, MO 63146**  
**(314)213-2222**

<u>Contract / Revision</u>	<u>Alt Order #</u>
585825 /	09851202

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/12 - 10/26/12	SPENCE	C25C26

<u>Advertiser</u>	<u>Original Date / Revision</u>
Spence, David/R/Mo Gov	10/24/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 12 2		10/26/12	10/26/12	Fox 2 Morning News	730A-8A		:30				NM	1	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--	1			\$1,875.00	0.00				
N 13 2		10/26/12	10/26/12	530a-6a	530a-6a		:30				NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	----F--	1			\$1,025.00	0.00				
<b>Totals</b>										26.50		14	\$13,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/26/12	14	\$13,800.00	\$11,730.00
<b>Totals</b>	14	\$13,800.00	\$11,730.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.